A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF FEBRUARY 1987

Number of companies reporting this month 44	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	296.5	+ 3.2	+ 1.09			
1986	293.3	-19.2	- 6.14			
1985	312.5					
CUMULATIVE YTD						
1987	470.8	+19.4	+ 4.30			
1986	451.4	-80.5	-15.13			
1985	531.9					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	821.5	+146.9	+21.78			
1986	674.6	-174.5	-20.55			
1985	849.1					
CUMULATIVE YTD						
1987	1460.1	- 42.3	- 2.82			
1986	1502.4	-620.2	-29.22			
1985	2122.6					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH FEBRUARY 1987

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1987 MONTHLY	174.3	296.5											235.4
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	225.7
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	266.0
1987 CUMULATIVE YTD	174.3	470.8											
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
ORDERS RECEIVED*													
1987 MONTHLY	638.6	821.5											730.1
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	751.2
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.1	92.2	96.4	348.5	1061.3
1987 CUMULATIVE	638.6	1460.1											
1986 CUMULATIVE	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
1985 CUMULATIVE	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.3	5645.2	
CANCELLATIONS													
1987 MONTHLY	14.6	27.8											21.2
1986 MONYHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	28.3
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	22.7
ORDERS ON HAND (END OF MONTH)													
1987	843.9	1351.3											1097.6
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1195.7
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	114.66	673.0	252.8	379.6	1479.7

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

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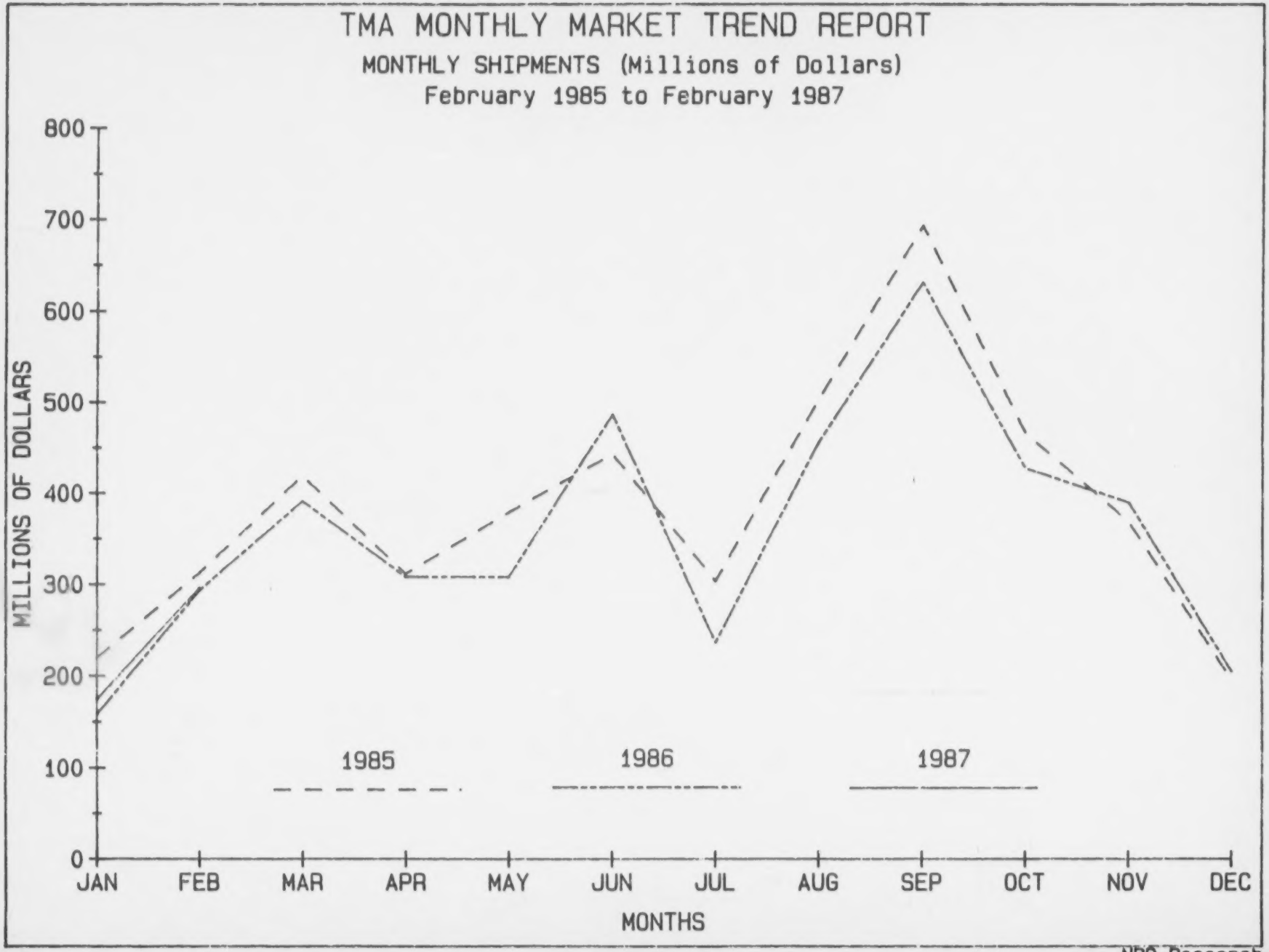
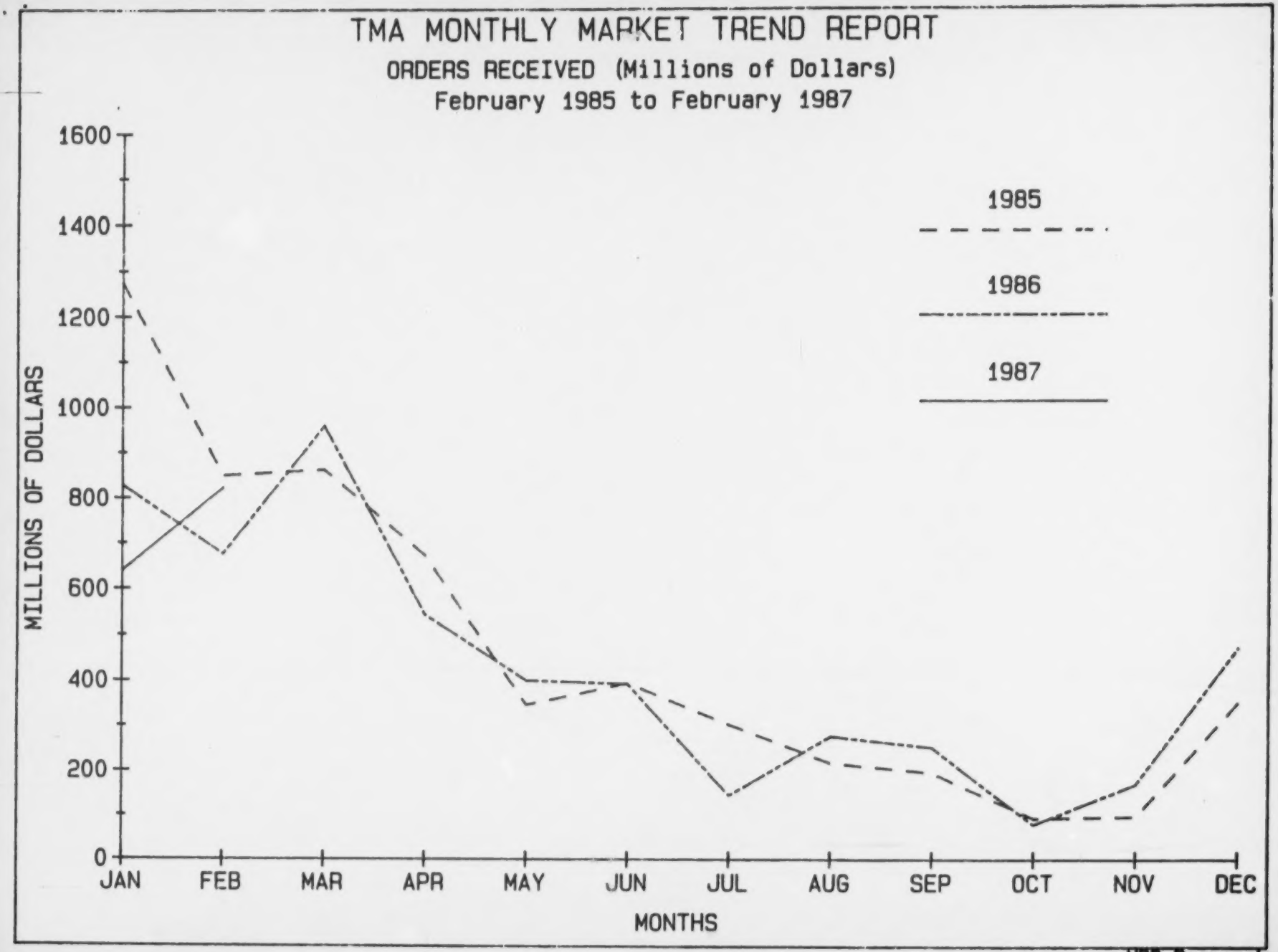

TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
February 1985 to February 1987
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1985
1986
1987
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
February 1985 to February 1987
1985
1986
1987
MILLIONS OF DOLLARS
1600
1400
1200
1000
800
600
400
200
0
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 44 - FEBRUARY 1987

	THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES		X	HEDSTROM	X	X	PARKER BROTHERS	X	X
BANDAI AMERICAN	X	X	H-G TOYS	X	X	PLACO	X	
BARR	X		KENNER	X	X	PLAYMATE TOYS	X	X
BLAZON-FLEXIBLE FLYER	X	X	KRANSCO	X		POWER WHEELS	X	X
CADACO	X	X	LEGO	X	X	PRESSMAN TOY	X	X
CHILTON GLOBE	X	X	LIONEL	X	X	PROCESSED PLASTIC	X	X
COLECO	X	X	LITTLE TIKES	X	X	PROLL	X	X
COLORFORMS	X	X	MATCHBOX (USA)			R. DAKIN	X	X
DOLLY TOY	X	X	MATTEL	X	X	ROADMASTER	X	X
EDEN TOYS	X	X	MIGHTY STAR	X	X	SANITOY	X	X
EMPIRE OF CAROLINA	X	X	M & S SHILLMAN	X	X	SCG TOY	X	
ERTL	X		MONOGRAM	X	X	SKILCRAFT	X	X
FISHER PRICE	X	X	NATIONAL LATEX	X	X	STEVEN	X	X
GOLDBERGER DOLL	X	X	OHIO ART	X	X	STROMBECKER CORP	X	
HASBRO	X	X	PARK PLASTICS	X	X	TONKA	X	X
						TYCO	X	X

NOTE: BACHMANN INDUSTRIES AND MATCHBOX ARE NOT PARTICIPATING THIS MONTH.